Gerardo Perez:

Next up, we have instant pages. I want you to think of instant pages as an extension of your website. The main advantage of instant pages is they're faster to load and the data is a lot easier tracked because it's still on the TikTok platform. As you can see here currently you have nine different options to choose from. Advanced form and classic form, which would be best applied for lead gen campaigns, app profile, which is obviously for apps, sale products and service, brand story, introduction and brand pitch, movie trailer, multi destination, or customised. Depending on what it is that you're advertising, obviously you have to choose wisely or start from scratch.

For this example, I'm going to be using the sale products and service template. As you can see here, you can change the name to whatever you want, and you also have an instant create option. In order to use the instant create feature, all you have to do is pop in a web URL. Once you do so, it will automatically generate the entire instant experience for you. Now that we got a head start using the instant create feature, you can see here that it pretty much populates with different images, products, and stuff of that nature. If we head on over to the left hand side, you can also switch the colour scheme. You can go from light, dark, or custom. When it comes to media, even though we used instant create, we can still substitute with any asset that we want. This includes images, videos, and carousels. In addition to that, we can also substitute the website URL to link them out to specific products. This is great if you're using it as an extension of a landing page to be able to link out to that specific product. You can also edit and substitute any text in pretty much any section of the instant page.

As you can see here, you can also delete or substitute various sections to be able to reorder and optimise your instant page experience. Lastly, you have your call to action button. Here you can either have text or upload your own button image, but if you want to keep it simple, I just suggest using a text. Remember to have a strong call to action and always double check that your link is correct. If you're happy with the overall look and feel of your instant page, all you have to do is hit complete so that you can save it and use it in your later campaigns.

Instant pages are also a great solution if you have a single product store, simply because it allows you to go really in depth on that specific product and again, the load times might actually be faster than the actual website. I'm not saying that you should always roll with instant pages in your campaigns, but I do encourage you to test between actual website linking and instant pages. At the end of the day, you have to find what works best for you and your business. Let's keep rolling. I'll see you in the next lesson.